

RJ REYNOLDS

TOBACCO COMPANY

Emailed
3/10/97
Role 1
1000
COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

March 10, 1997

RJR Account #375878

P. Cox

McLANE-NORTHEAST

APRIL DORAL Box 100 B1G1F / PROMOTION #700447

Dear Paul:

DORAL B1G1F *pre-sleeved* product has been ordered (see quantities listed below) to cover distribution of this promotion. **825** SKUs of 4-carton Displays (Item #526424 @ 1/SKU) will be shipped to Consolidated Industries to pack this promotion. (*Note: Attached BP Oil Prebook indicating additional regular product to be shipped into all BP locations indicated*)

#/ (6M) Cases

<u>B1G1F</u>	<u>DORAL STYLE</u>	<u>UPC Code</u>
<u>«STYLE1»</u>	<u>Full Flavor Box 100</u>	<u>12300-23993</u>
<u>«STYLE1»</u>	<u>Light Box 100</u>	<u>12300-23994</u>

Product PO Numbers:

<u>PO Number</u>	<u>#/Cases Each</u>	<u>State</u>	<u>EFT \$ Amount</u>
<u>ER1143-01</u>	<u>38</u>	<u>NY</u>	<u>\$3,694.88</u>
<u>ER1144-01</u>	<u>16</u>	<u>PA</u>	<u>2,755.74</u>
<u>ER1145-01</u>	<u>1</u>	<u>OH</u>	<u>193.22</u>
			<u>TOTAL EFT \$ Amount:</u> <u>\$6,643.84</u>

Product Arrival: March 31, 1997

Sleeves Arrival (Consolidated): April 3, 1997

Ship Date to Retail: Week of April 21, 1997

SKU CUBE: 0.2618

SKU WT (w/o Product): 0.7600 lbs

Retail Sales Offer per Sku: 20 units

Billing per Sku: 2 Savings Cartons

51861 8097

-2-

B1G1F
McLANE NE

Promotion Description:

Utilize 4-Carton Shipper Display. Place 20 pre-sleeved B1G1F units each of *Doral FF Box 100* and *Doral Lt Box 100* into the 4-Carton Shipper Display.

SHIP NUMBER OF DISPLAYS TO EACH ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$385.00 («CASES» (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotions Coordinator
/jc
cc: R. Moore / McLane
1610: DK / SS / RMD
1000: J. Piscitelli

ROUs: 1110 / 1210 / 1310/ 1710
Distribute to RJR Managers w/Chain responsibility
for chains on attached Excel spreadsheet

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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March 5, 1997

STATE STAMPING

McLANE NE
#375878

BY STATE: NO./CARTONS TO STAMP 'B1G1F'			
DORAL B1G1F	NY	OH	PA
FF BOX 100	565	15	242
LT BOX 100	565	15	242

3/5/97
STAMPING.DOC

51861 8099

